

RESP\_ID 45231  
 Age: 30 to 49  
 Gender: Female  
 Q3.0 [Names of internet sites that offer self publishing]  
 Q3.0 None.  
 Q4.0 [Have you ever heard of...?]  
       lulu na  
       blurb na  
       iuniverse na  
       authorhouse na  
       trafford na  
       moho na  
 Q4.1 [Have you ever heard of...?]  
       lulu No  
       blurb No  
       iuniverse No  
       authorhouse No  
       trafford No  
       moho No

RESP\_ID 45385  
 Age: 50 or above  
 Gender: Male  
 Q3.0 [Names of internet sites that offer self publishing]  
 Q3.0 I don't use that type of thing.  
 Q4.0 [Have you ever heard of...?]  
       lulu na  
       blurb na  
       iuniverse na  
       authorhouse na  
       trafford na  
       moho na  
 Q4.1 [Have you ever heard of...?]  
       lulu No  
       blurb No  
       iuniverse No  
       authorhouse No  
       trafford No  
       moho No

RESP\_ID 45427  
 Age: 30 to 49  
 Gender: Female  
 Q3.0 [Names of internet sites that offer self publishing]  
 Q3.0 None.  
 Q4.0 [Have you ever heard of...?]  
       lulu na  
       blurb na  
       iuniverse na  
       authorhouse na  
       trafford na  
       moho na  
 Q4.1 [Have you ever heard of...?]  
       lulu No  
       blurb No  
       iuniverse No  
       authorhouse No  
       trafford No  
       moho No

RESP\_ID 45468  
 Age: 30 to 49  
 Gender: Female  
 Q3.0 [Names of internet sites that offer self publishing]  
 Q3.0 I honestly don't know.  
 Q4.0 [Have you ever heard of...?]  
       lulu na  
       blurb na  
       iuniverse na  
       authorhouse na  
       trafford na  
       moho na  
 Q4.1 [Have you ever heard of...?]  
       lulu No  
       blurb No  
       iuniverse No  
       authorhouse No  
       trafford No  
       moho No

RESP\_ID 46342  
 Age: 30 to 49  
 Gender: Female  
 Q3.0 [Names of internet sites that offer self publishing]  
 Q3.0 Kodak EasyShare.  
 Q3.1 That's it.  
 Q4.0 [Have you ever heard of...?]  
       lulu No  
       blurb No  
       iuniverse No  
       authorhouse No  
       trafford No  
       moho No  
 Q4.1 [Have you ever heard of...?]  
       lulu na  
       blurb na  
       iuniverse na  
       authorhouse na  
       trafford na  
       moho na

RESP\_ID 46487  
 Age: 14 to 29  
 Gender: Female  
 Q3.0 [Names of internet sites that offer self publishing]  
 Q3.0 No not really.  
 Q4.0 [Have you ever heard of...?]  
       lulu na  
       blurb na  
       iuniverse na  
       authorhouse na  
       trafford na  
       moho na  
 Q4.1 [Have you ever heard of...?]  
       lulu No  
       blurb No  
       iuniverse No  
       authorhouse No  
       trafford No  
       moho No

RESP\_ID 46751  
 Age: 50 or above  
 Gender: Female  
 Q3.0 [Names of internet sites that offer self publishing]  
 Q3.0 Don't know of any.  
 Q4.0 [Have you ever heard of...?]  
       lulu na  
       blurb na  
       iuniverse na  
       authorhouse na  
       trafford na  
       moho na  
 Q4.1 [Have you ever heard of...?]  
       lulu No  
       blurb No  
       iuniverse No  
       authorhouse No  
       trafford No  
       moho No

RESP\_ID 46753  
 Age: 50 or above  
 Gender: Male  
 Q3.0 [Names of internet sites that offer self publishing]  
 Q3.0 I don't know.  
 Q4.0 [Have you ever heard of...?]  
       lulu na  
       blurb na  
       iuniverse na  
       authorhouse na  
       trafford na  
       moho na  
 Q4.1 [Have you ever heard of...?]  
       lulu No  
       blurb No  
       iuniverse No  
       authorhouse No  
       trafford No  
       moho No

RESP\_ID 47216  
 Age: 14 to 29  
 Gender: Male  
 Q3.0 [Names of internet sites that offer self publishing]  
 Q3.0 Digital Blasphemy.  
 Q3.1 None.  
 Q4.0 [Have you ever heard of...?]  
       lulu No  
       blurb No  
       iuniverse No  
       authorhouse No  
       trafford No  
       moho No  
 Q4.1 [Have you ever heard of...?]  
       lulu na  
       blurb na  
       iuniverse na  
       authorhouse na  
       trafford na  
       moho na

RESP\_ID 47647  
 Age: 30 to 49  
 Gender: Female  
 Q3.0 [Names of internet sites that offer self publishing]  
 Q3.0 I don't know.  
 Q4.0 [Have you ever heard of...?]  
       lulu na  
       blurb na  
       iuniverse na  
       authorhouse na  
       trafford na  
       moho na  
 Q4.1 [Have you ever heard of...?]  
       lulu No  
       blurb Yes  
       iuniverse No  
       authorhouse No  
       trafford No  
       moho No

RESP\_ID 47700  
 Age: 30 to 49  
 Gender: Male  
 Q3.0 [Names of internet sites that offer self publishing]  
 Q3.0 None.  
 Q4.0 [Have you ever heard of...?]  
       lulu na  
       blurb na  
       iuniverse na  
       authorhouse na  
       trafford na  
       moho na  
 Q4.1 [Have you ever heard of...?]  
       lulu No  
       blurb No  
       iuniverse No  
       authorhouse No  
       trafford No  
       moho No

RESP\_ID 47717  
 Age: 30 to 49  
 Gender: Male  
 Q3.0 [Names of internet sites that offer self publishing]  
 Q3.0 I don't know any at all.  
 Q4.0 [Have you ever heard of...?]  
       lulu na  
       blurb na  
       iuniverse na  
       authorhouse na  
       trafford na  
       moho na  
 Q4.1 [Have you ever heard of...?]  
       lulu No  
       blurb No  
       iuniverse No  
       authorhouse No  
       trafford No  
       moho No

RESP\_ID 47984  
 Age: 30 to 49  
 Gender: Female  
 Q3.0 [Names of internet sites that offer self publishing]  
 Q3.0 I can't think of any right now.  
 Q4.0 [Have you ever heard of...?]  
       lulu na  
       blurb na  
       iuniverse na  
       authorhouse na  
       trafford na  
       moho na  
 Q4.1 [Have you ever heard of...?]  
       lulu No  
       blurb No  
       iuniverse No  
       authorhouse No  
       trafford No  
       moho No

RESP\_ID 48111  
 Age: 14 to 29  
 Gender: Female  
 Q3.0 [Names of internet sites that offer self publishing]  
 Q3.0 YouTube, MySpace and Bebo.com.  
 Q3.1 That's all I know.  
 Q4.0 [Have you ever heard of...?]  
       lulu No  
       blurb Yes  
       iuniverse No  
       authorhouse No  
       trafford No  
       moho No  
 Q4.1 [Have you ever heard of...?]  
       lulu na  
       blurb na  
       iuniverse na  
       authorhouse na  
       trafford na  
       moho na

RESP\_ID 48219  
 Age: 30 to 49  
 Gender: Male  
 Q3.0 [Names of internet sites that offer self publishing]  
 Q3.0 Right off the bat can't tell you anything.  
 Q3.1 I don't know any.  
 Q4.0 [Have you ever heard of...?]  
       lulu No  
       blurb Yes  
       iuniverse No  
       authorhouse No  
       trafford No  
       moho Yes  
 Q4.1 [Have you ever heard of...?]  
       lulu na  
       blurb na  
       iuniverse na  
       authorhouse na  
       trafford na  
       moho na

RESP\_ID 48320  
 Age: 50 or above  
 Gender: Female  
 Q3.0 [Names of internet sites that offer self publishing]  
 Q3.0 Like YouTube.  
 Q3.1 I can't think of them.  
 Q4.0 [Have you ever heard of...?]  
       lulu No  
       blurb No  
       iuniverse No  
       authorhouse No  
       trafford No  
       moho No  
 Q4.1 [Have you ever heard of...?]  
       lulu na  
       blurb na  
       iuniverse na  
       authorhouse na  
       trafford na  
       moho na

RESP\_ID 48447  
 Age: 14 to 29  
 Gender: Male  
 Q3.0 [Names of internet sites that offer self publishing]  
 Q3.0 None.  
 Q4.0 [Have you ever heard of...?]  
       lulu na  
       blurb na  
       iuniverse na  
       authorhouse na  
       trafford na  
       moho na  
 Q4.1 [Have you ever heard of...?]  
       lulu No  
       blurb No  
       iuniverse No  
       authorhouse No  
       trafford No  
       moho No

RESP\_ID 48516  
 Age: 30 to 49  
 Gender: Female  
 Q3.0 [Names of internet sites that offer self publishing]  
 Q3.0 Cafetress.  
 Q3.1 Can't think of anything.  
 Q4.0 [Have you ever heard of...?]  
       lulu No  
       blurb No  
       iuniverse No  
       authorhouse No  
       trafford No  
       moho No  
 Q4.1 [Have you ever heard of...?]  
       lulu na  
       blurb na  
       iuniverse na  
       authorhouse na  
       trafford na  
       moho na



RESP\_ID 48568  
 Age: 50 or above  
 Gender: Female  
 Q3.0 [Names of internet sites that offer self publishing]  
 Q3.0 None.  
 Q4.0 [Have you ever heard of...?]  
       lulu na  
       blurb na  
       iuniverse na  
       authorhouse na  
       trafford na  
       moho na  
 Q4.1 [Have you ever heard of...?]  
       lulu No  
       blurb No  
       iuniverse Yes  
       authorhouse No  
       trafford Yes  
       moho No

RESP\_ID 48629  
 Age: 14 to 29  
 Gender: Male  
 Q3.0 [Names of internet sites that offer self publishing]  
 Q3.0 No idea.  
 Q4.0 [Have you ever heard of...?]  
       lulu na  
       blurb na  
       iuniverse na  
       authorhouse na  
       trafford na  
       moho na  
 Q4.1 [Have you ever heard of...?]  
       lulu No  
       blurb No  
       iuniverse Yes  
       authorhouse No  
       trafford No  
       moho Yes

RESP\_ID 48654  
 Age: 30 to 49  
 Gender: Female  
 Q3.0 [Names of internet sites that offer self publishing]  
 Q3.0 None.  
 Q4.0 [Have you ever heard of...?]  
       lulu na  
       blurb na  
       iuniverse na  
       authorhouse na  
       trafford na  
       moho na  
 Q4.1 [Have you ever heard of...?]  
       lulu No  
       blurb Yes  
       iuniverse No  
       authorhouse No  
       trafford No  
       moho No

RESP\_ID 48744  
 Age: 30 to 49  
 Gender: Male  
 Q3.0 [Names of internet sites that offer self publishing]  
 Q3.0 None.  
 Q4.0 [Have you ever heard of...?]  
       lulu na  
       blurb na  
       iuniverse na  
       authorhouse na  
       trafford na  
       moho na  
 Q4.1 [Have you ever heard of...?]  
       lulu No  
       blurb Don't know  
       iuniverse No  
       authorhouse No  
       trafford No  
       moho No

RESP\_ID 48764  
 Age: 14 to 29  
 Gender: Female  
 Q3.0 [Names of internet sites that offer self publishing]  
 Q3.0 ABC Family, MTV and VH1.  
 Q3.1 Disney channel.  
 Q4.0 [Have you ever heard of...?]  
       lulu No  
       blurb No  
       iuniverse No  
       authorhouse No  
       trafford No  
       moho No  
 Q4.1 [Have you ever heard of...?]  
       lulu na  
       blurb na  
       iuniverse na  
       authorhouse na  
       trafford na  
       moho na

RESP\_ID 48867  
 Age: 14 to 29  
 Gender: Male  
 Q3.0 [Names of internet sites that offer self publishing]  
 Q3.0 YouTube and Facebook.  
 Q3.1 I can't think of anymore.  
 Q4.0 [Have you ever heard of...?]  
       lulu No  
       blurb No  
       iuniverse No  
       authorhouse Yes  
       trafford No  
       moho No  
 Q4.1 [Have you ever heard of...?]  
       lulu na  
       blurb na  
       iuniverse na  
       authorhouse na  
       trafford na  
       moho na



RESP\_ID 49037  
 Age: 50 or above  
 Gender: Male  
 Q3.0 [Names of internet sites that offer self publishing]  
 Q3.0 I can't think of any.  
 Q4.0 [Have you ever heard of...?]  
       lulu na  
       blurb na  
       iuniverse na  
       authorhouse na  
       trafford na  
       moho na  
 Q4.1 [Have you ever heard of...?]  
       lulu No  
       blurb No  
       iuniverse No  
       authorhouse No  
       trafford No  
       moho No

RESP\_ID 49077  
 Age: 30 to 49  
 Gender: Female  
 Q3.0 [Names of internet sites that offer self publishing]  
 Q3.0 Um, Flickr and YouTube. Um, I believe that there's some others  
       for books but can't think of the name.  
 Q3.1 Uh, well, certainly any blogging software allow for self  
       publishing. Let's see, um, I can't think of any others.  
 Q4.0 [Have you ever heard of...?]  
       lulu Yes  
       blurb No  
       iuniverse No  
       authorhouse No  
       trafford No  
       moho No  
 Q4.1 [Have you ever heard of...?]  
       lulu na  
       blurb na  
       iuniverse na  
       authorhouse na  
       trafford na  
       moho na

RESP\_ID 49221  
 Age: 30 to 49  
 Gender: Male  
 Q3.0 [Names of internet sites that offer self publishing]  
 Q3.0 eBay.  
 Q3.1 None.  
 Q4.0 [Have you ever heard of...?]  
       lulu No  
       blurb No  
       iuniverse No  
       authorhouse No  
       trafford No  
       moho No  
 Q4.1 [Have you ever heard of...?]  
       lulu na  
       blurb na  
       iuniverse na  
       authorhouse na  
       trafford na  
       moho na

VIDEO CONTENT INTERNET SITES

RESP\_ID 49419  
 Age: 50 or above  
 Gender: Female  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 PBS.com.  
 Q3.1 YouTube.  
 Q4.0 [Have you ever heard of...?)  
       lulu No  
       mySpace Yes  
       youtube na<sup>7</sup>  
       photobucket No  
       digg No  
       moho No  
 Q4.1 [Have you ever heard of...?)  
       lulu na<sup>8</sup>  
       myspace na  
       youtube na  
       photobucket na  
       digg na  
       moho na

RESP\_ID 49435  
 Age: 30 to 49  
 Gender: Female  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 YouTube.  
 Q3.1 I don't really get on it that much. Jesus music and then MTV  
       and Yahoo video.  
 Q4.0 [Have you ever heard of...?)  
       lulu No  
       mySpace Yes  
       youtube na  
       photobucket No  
       digg No  
       moho No  
 Q4.1 [Have you ever heard of...?)  
       lulu na  
       myspace na  
       youtube na  
       photobucket na  
       digg na  
       moho na

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<sup>7</sup>Respondents were not asked about internet sites they identified in response to Q3.0 or Q3.1.

<sup>8</sup>Respondents were either asked Q4.0 or Q4.1.